

KRATIKA MATHUR

Management Consultant | Business Analyst | Project Coordinator

📞 9001743657

✉️ mathurkratika1999@gmail.com

🌐 <https://www.linkedin.com/in/kratika-mathur-48467020b/>

Professional Summary

MBA graduate in Entrepreneurship with experience in business development, consulting, and cross-functional project coordination. Led an independent skincare venture, gaining hands-on skills in product strategy, market research, and branding. Proficient in Power BI, SQL, and Excel with a strong focus on data-driven decision-making. Seeking a Consultant or Project Coordinator role to apply strategic thinking and executional skills.

Technical Skills

Databases and Visualization Tools: Tableau, Power BI, SQL.

Business Skills: Market Research, Strategic Planning, Process Optimization, Client Retention.

Other Skills: Advanced Excel, Business Analysis, Data Analysis, Customer Acquisition.

Experience

Independent Skincare Venture

Founder & Product Strategist,

Apr 2024 – Feb 2025

Jaipur (Remote)

- Founded and led a skincare brand focused on fusing Ayurvedic ingredients with scientifically backed actives, targeting the direct-to-consumer (D2C) Indian market.
- Identified a market gap in flower-based skincare through comprehensive research and formulated a unique product positioning strategy.
- Collaborated with suppliers and manufacturers to prototype a multifunctional product line within the ₹500–₹999 price range.
- Designed eco-conscious, visually distinctive packaging using botanical illustrations to align with the brand's Ayurvedic-scientific identity.
- Gained hands-on experience in product development, brand strategy, and market validation while driving the venture independently.

SKS Fasteners

A Fastener manufacturer serving international and domestic OEMs in the automotive industry.

Sales & Business Development Consultant,

Aug 2023 – Mar 2024

Pune, Maharashtra

- Managed business development and sales operations for 20+ international clients daily, ensuring timely resolution of inquiries and alignment with client specifications.
- Collaborated cross-functionally with internal departments, including Engineering, Quality, and Procurement, to evaluate feasibility and compliance with client-defined manufacturing standards.
- Led pricing strategies for new inquiries and maintained consistent follow-up communication, contributing to revenue growth and client satisfaction.
- Utilized Oracle-based ERP systems to streamline order processing, track manufacturing workflows, and maintain transparency across the supply chain.
- Automated key performance tracking processes with Advanced Excel, reducing reporting time by 30% and improving data accuracy.
- Provided data-backed recommendations using Oracle ERP analytics, aligning operational performance with business objectives and improving process efficiency.

TechEra

An EdTech company offering online courses and digital learning platforms.

Business Strategy Intern,

Aug 2022-Sep 2022

New Delhi

- Conducted online market research and competitive analysis to support positioning strategies for EdTech products, informing customer segmentation and campaign design.
- Generated qualified leads and increased course enrollments by performing direct sales outreach through calling campaigns.
- Supported digital marketing efforts by aligning outreach messaging with consumer pain points identified through structured data collection.
- Contributed to branding strategies that led to a 15% boost in engagement, enhancing visibility in a competitive market.

Leadership & Campus Involvement

President, Business Strategy Club

CMS Business School (Jain University)

July 2021- June 2023

Bengaluru, Karnataka

- Led a team of 20+ students to organize 5+ strategy simulations and case competitions, enhancing critical thinking and data-driven decision-making skills. Collaborated with 10+ industry experts to host networking events for 100+ students, sharing real-world entrepreneurial insights.

Entrepreneurship Club Member

CMS Business School (Jain University)

July 2021- June 2023

Bengaluru, Karnataka

- Conducted 3+ workshops on market research and product validation, training 50+ participants to assess market feasibility and consumer needs.

Education

CMS Business School (Jain University)

Master of Business Administration (Entrepreneurship and New Venture Creation)

July 2021 – June 2023

Bengaluru, Karnataka

JECRC University Jaipur, Rajasthan

Bachelor of Science in Microbiology

July 2018- June 2021

Jaipur, Rajasthan